Note: Page numbers followed by "n" indicate notes.

Abductive approach, 32	commoners, 10, 164, 167–168,
Access economy, 114–118	179–180
Access-based consumption, 164	dynamics in nascent market
Accommodate-and-hope approach,	spaces, 166
224, 229	kings, 164–165, 167–168, 179–180
Ad hoc regulations, 97	spill-overs, 169
Airbnb, 10, 63, 69, 94, 120, 151–152,	Central media outlets, 155
164, 170, 177, 197, 216,	City Council, 194
219–220, 225	Civil society, 230
Alternative organizational	organizations, 136
forms, 226–227	regulating by, 225–227
Amazon Mechanical Turk (AMT), 63	Clan governance, 30–32
Analysis levels in sharing economy, 7–8	Clan-hierarchy hybrid, 27, 45–47
Anti-trust laws, 90	Classic entrepreneurs, 112
Apartment sharing, 188	Clusters, 140
Austria's national government, 194	Co-authorship, 207
Austro-fascism, 194	Co-consumption, 190
	Co-creation, 190
B2B model, 26	Co-working, 188
B2C model, 26	community, 147-149
Ban-and-restore approach, 224, 229	Coding, 70
Bazaar governance, 30	Cognition, 8–9
BlaBlaCar, 63	Cognitive framing, 110
Bottom-up theorization, 207	Cognitive legitimacy, 85
Boundary framing, 205	Collaborative community, 150–152
Brokerage, 9–11	Collaborative consumption, 164
Business model, 26–29, 36	Collaborative economy field, 115–116
characteristics, 36	Collective business organizations, 226
of organizations, 42	Command-and-control frameworks, 90
in pure-market governance, 38	Commons, 119–120
in sharing-economy organization, 26	Community/communities, 26, 144
Buyers, 227	co-working, 147–149
	collaborative, 150–152
C-Form governance, 30	community-member incentives, 32
Capitalist market, 88	coworking, 147–149
Car sharing, 175, 188	gardening, 188
Category/categories, 9–10, 13, 164–165	German, 144–147
-	

governance, 26, 28–29, 36	Deutsche-startups.de (online news
Internet, 152–155	portals), 144
logic, 99–100	Digital marketplace, 91
in sharing economy, 27–28	Digital platforms, 84, 217
Competition law, 93	Digitalization, 218, 220
Competitors, 226	Digitization, 217
Consumers, 56	Discursive framing, 109, 110
Contracting with sharing firms, 191	Discursive perspective, 137
Control practices, 30	on issue fields, 136–137
Conventional content analysis, 70	on organizational fields, 134-135
Cooperativism movement, 227	Disincentive practices, 46
Coordinated network led by strong	Disrupt, 151
leaders, 121–122	Disruptive field, 133, 156
Corporate social responsibility	Diverse and paradox, 4–5
practices, 135	Do-ocracy, 122
Corporations, 92	Dominant category, 166
logics, 88–90, 98–99	
Correlations, 82	Eatwith, 164
Correspondence analysis, 62, 66–69	Echo, 164
Couchsurfing, 152	Ecological transition, 188
Coupling, 217–218	Emergent structuring of variety, 8
Creative entrepreneurship, 194	Emotional dissonance, 58
Creative industries strategy, 194	Emotional labor, 57–59
Cross-case analysis, 171	correlations, 82
Crowd-based capitalism, 164	descriptive statistics, 81
Crowd-funding platforms, 154–155	peer-to-peer social interaction,
Culture, 120	56–57
Customer usage, spill-overs in, 177–178	practices, 57, 71
	qualitative platform analysis, 69–73
Decentralized technology, 119	quantitative surveys, 62–66
Delegation, 231 <i>n</i> 1	research design, 61–62
Delegation-loosening coupling with	in sharing economy, 59-61
designated labor force,	Empathy, 71
218–219	Entrepreneurs, 114, 132
"Delimiting" mechanism,	Entrepreneurship in emerging and
189, 198, 204	contested fields, 109–112
Delocalization, 231n1	"Explaining", 5–6
Delocalization-loosening coupling	
with specific place, 218	"Fairbnb.coop" platform, 227
Descriptive analysis of survey data, 172	Family logic, 87
Descriptive coding approach, 70	Fast Company, 152
Descriptive statistics, 81	Fields (see also Issue fields;
Deskmag, 149	Organizational fields), 13–14
Detailing governance response	configuration of sharing
strategies, 201–202	economy, 137
"Detailing" mechanism, 189, 198, 204	emergence, 109

Index 239

field-internal hierarchy, 134 field-internal structuration	Hilfr (Danish domestic cleaning platform), 99
	Horizontal structuration, 134–135
processes, 134	Honzontal structuration, 134–133
field-specific meta-organizations, 135 Firms, 168–169	"Ideal type" organizational model 22
First-level codes, 18	"Ideal-type" organizational model, 227 In-depth qualitative platform
· · · · · · · · · · · · · · · · · · ·	
Food Assembly, 121	analysis, 62
Formal participant observations, 34 Framings, 192–193	Incentive systems, 38, 41 Incumbents, 226
<u> </u>	
theory, 188	organizations, 222
Functional economy	Indegree, 139–140
(see Access economy)	Indiegogo.com, 154
C1 (1	Industry boundaries, 167
Gender, 64	Indy Hall, 149
Gephi software, 139–140	Informal participant observations, 34
German community, 144–147	Information and communication
German sharing organizations, 139	technologies (ICTs), 217
Gift economy, 118–119	Information transfers, 168
Gig economy platforms,	Innovation communities, 28
84–85, 164	Institutional complexity, 88
difference between gig and sharing	Institutional entrepreneurship,
platforms, 95–96	112–113
historical configuration of	coordinated network led by strong
corporation, market, and	leaders, 121–122
state logics, 88–90	network of individuals, 123
institutional logics, 85–88	in pluralistic field, 111–112
institutional misalignments in	in SE field, 121
platform economy, 90–96	showcasing dynamics,
resolving institutional	contradictions, and
misalignments, 96–100	controversies, 124–125
Glocalization, 204–205, 207	theorization of, 126
Governance	Institutional logics, 10, 85–88, 90
approach, 9, 12–13	Institutional misalignments
practices, 9, 11–12	band aid solutions, 97–98
in sharing economy, 27–28	community logic, 99–100
structure, 29–32	corporation logic, 98–99
Governing variety, 8	market logic, 99
Governments, 223–225	parallel corporation logics, 92–94
Great diversity, 4	parallel market logics, 91–92
Gruenderszene.de (online news	in platform economy, 90–91
portals), 144	platforms, 96–97
	research agenda, 100-102
Harnessing sharing firms, 191	resolving, 96
Health insurance scheme, 98	Institutional pluralism, 88
Hierarchical stratification, 134	Institutional scholars, 84
Hierarchy governance 29_32	Institutional work 14

Interactive Web 2.0 platforms, 155	market-based mechanisms of
14	1:4: 217
Intermediaries, 223	coordination, 217
Intermediation—loosening coupling	market-hierarchy hybrid, 27, 42–45
with responsibility,	organizers, 222–223
219–220	MAXQDA 12 software, 35
Internal cohesion in issue fields, 136	Mediation, 231n1
Internet, 138	Meetup, 148
community, 152–155	Mercer Quality of Living Ranking, 194
Interpretive coding, 70	Meta-organizations, 139, 151
Intra-category dynamics, 167	Methodological approach in sharing
Issue fields (see also Organizational	economy, 5–7
fields)	Mixed methods research, 61
relational perspective on, 135–136	
Joint mobilization of plural	Multi-sided markets, 219
framings, 121	Municipalities, 224–225
Juno (New York City-based	Mutualism, 144
ridesharing company), 227	
Justifying mechanism, 189, 198, 204	Nazi-rule, 194
Justifying modified governance	Negative press coverage, 176
regime, 203	"Negotiating" mechanism,
	189, 198, 204
Kickstarter.com, 154	Network
	externalities, 92
La Ruche Qui Dit Oui project, 121	of individuals, 123
Label-sharing economy, 132	visualization, 140–141
Labor laws, 90	"New phenomenon", 4
Labor organizations, 226	Nikefication, 216, 220–221
Labor union, 84	Non-governmental organizations
Libertarianism, 120–121	(NGOs), 188
"License-based only" model, 95	Normative messaging, 60
	Online communities, 28
Linux, 119	command-and-control
Local governing authorities, 188	activities in, 30
	Online platforms, 92
- · ·	Order
	coping with variety, 15
•	
Market	
-	• • • • • • • • • • • • • • • • • • • •
	· · · · · · · · · · · · · · · · · · ·
framings, 121 Juno (New York City-based ridesharing company), 227 Justifying mechanism, 189, 198, 204 Justifying modified governance regime, 203 Kickstarter.com, 154 La Ruche Qui Dit Oui project, 121 Label-sharing economy, 132 Labor laws, 90 Labor organizations, 226 Labor union, 84 Libertarianism, 120–121 "License-based only" model, 95 Linear regression, 62–64 "Linking" mechanism, 189, 198, 204	Mutualism, 144 Nazi-rule, 194 Negative press coverage, 176 "Negotiating" mechanism, 189, 198, 204 Network externalities, 92 of individuals, 123 visualization, 140–141 "New phenomenon", 4 Nikefication, 216, 220–221 Non-governmental organizations (NGOs), 188 Normative messaging, 60 Online communities, 28 command-and-control activities in, 30 Online platforms, 92

Index 241

Organizational/organizations,	Policy-making for sharing economy,
56, 138, 141	191–192
celebrity, 168	Politics of signification, 188
institutionalism, 85, 204	Positive emotions, 58
reforms, 192	Positive rating system assessment,
websites, 138	64–65
Organized digital marketplaces, 217	Practice, 8–9
OuiShare, 108–109, 112, 121,	Principal component analysis, 64
123–124, 151	Principal-agent problems, 89
OuiShare Fest Evolution, 117	Private actors, regulating by, 225–228
P 11.1 1 02.04	Problematization, 205
Parallel corporation logics, 92–94	Product market logic, 91
Parallel market logics, 91–92	Product-service systems, 33
Peer-to-peer (P2P)	Professions, 86
car sharing platforms, 96	Providers, 56
foundation platform, 119–120	Public awareness, spill-overs in,
model, 26	174–176
platforms, 28, 84, 92	Public governance responses, 191
sharing economy, 56	Public visibility of mutual support, 143
Platform economy, 90, 164	Pure clan, 27
institutional misalignments in,	Pure market, 27
90–96	governance, 37–39
Platforms (see also Gig economy	Pure-clan governance, 39–42
platforms; Qualitative	
platform analysis), 84, 96	Qualitative content analysis, 69
capitalism, 108	Qualitative platform analysis,
co-ops, 99–100	69, 72–73
crowd-funding, 154–155	data and sample, 69
digital, 84, 217	method, 69–70
multi-national home-sharing, 69	results, 70–71
online, 92	Quality assessment, 91
P2P, 28, 84, 92	Quality-control mechanisms, 94
platform-mediated service	Quantitative survey measures, 61
experiences, 56	Quantitative surveys, 62
ride-hailing, 92	correspondence analysis, 66–69
ride-sharing/ride-hailing, 69	linear regression, 62–64
sharing, 60, 95–96, 169	
skill-sharing, 178	Rating/review system, 64
Plurality in emerging and contested	Re-figuration of space, 218
fields, 109–112	Rebound effects, 207
POC 21 project, 121	Recruiting practices, 45
Policy disruption, novel phenomenon	"Redistribution markets", 33
leading to, 190–191	Regulation, 84
Policy implications for sharing	ineffectiveness of, 220–222
economy, 181–182	Regulatory acceptance, spill-overs in,
Policy-makers, 191	172–174

Relational perspective, 137	emotional labor in, 59-61
on issue fields, 135–136	field configuration, 137
on organizational fields, 133-134	findings, 36, 140–155
Relational space, 136	framework for theorizing, 5–15
Reputation	gift economy, 118–119
reputation-based feedback	institutional entrepreneurship in,
mechanisms, 60	111–112, 121–125
spill-overs in, 168–169, 176–177	joint mobilization of plural
Respect, 71	framings, 121
Ride-hailing platforms, 92	libertarianism, 120–121
Ride-sharing/ride-hailing	market, hierarchy, and clan
platforms, 69	governance, 31
•	market-hierarchy hybrid, 42–45
Second-level codes, 18	methodology, 112–113
Self-employed individuals, 93, 98	novel phenomenon leading to
Self-employed supplier, 93	policy disruption, 190–191
Self-regulating by market organizers,	organizations, 26–27
222–223	peer-to-peer, 56
Sellers, 227	as phenomenon of variety and
Semi-structured interviews, 112	dynamics, 3–5
Service experiences co-creation, 60	plural framings and entrepreneurial
Service industries, 58	action, 110–111
Shareable.com, 151	policy-making for, 191–192
Shareholder value practices, 136	and policy-making in Vienna,
ShareNL, 108	196–198
Sharing economy (SE), 2, 17n1, 26, 84,	pure market governance, 37–39
108–110, 132–133, 164–165,	pure-clan governance, 39–42
175, 188, 216	regulating, 227–231
access economy, 114-118	research approach and sample, 32
actors involved in regulating,	results, 114
220–227	semantic network of depictions, 4
clan-hierarchy hybrid, 45–47	structure and composition,
commons, 119–120	140–144
communities in network, 144–155	theory, 133–137
community and governance in,	timeline of events and
27–28	activities, 198
concept of governance structure,	types of governance, 36–37
29–30, 32	variety of community
contemporary research on	governance, 28–29
organizations, 15–17	Sharing Economy UK (SEUK),
contributions to study of, 181	170–171, 173, 179
data analysis, 35–36, 139–140	"Sharing instead of owning", 1
data and methods, 138-140	Sharing organizations, 139, 142, 144
data collection, 33-34, 138-139	Sharing platforms, 60, 169
delimiting issue from (local) policy	difference between gig platform
perspective, 199–200	and, 95–96

Index 243

Sharing-specific meta-organizations,	Stock corporations, 135
139, 142–144	Strategic framing, 193
Silicon Valley, 121	Strategic governance responses, 205
Single governance, 30	Strategic issue work, 192–193, 207
Situating narrative and governance	mechanisms in Vienna City
regime, 203–204	Administration, 198–199
"Situating" mechanism, 189, 198, 204	Strategic steering committee,
Skewed center-periphery	200–201
structure, 141	Structural equivalence, 134
Skill-sharing platform, 178	Structuration processes, 134
Slideshare.com, 153	Subsidizing sharing firms, 191
Smart City Initiative, 196	Substitutability, 167
Snowballing-strategy, 195	Surrogate actors, 227
Social	-
actors, 193	Taskrabbit, 152
hospitality, 56	Taxi rides, 84
interaction, 71	Techcrunch.com (online news portal),
media, 102 <i>n</i> 3	150–151
movements, 86, 226–227	Technology firms, 155
partners, 200	Tesla, 135
relationships, 118–119	Theorization
Societal endangerment, 188	of institutional entrepreneurship, 126
Societal enhancement, 188	in pluralistic field, 111–112
Socio-cognitive factors, 166	Tight coupling, 218
Socio-economic phenomenon, 4–5	Trade associations, 225–226
Socio-political actors, 199	Trade unions, 226
Socio-political legitimacy, 85	Traditional regulators, regulating by,
Spill-overs, 164	223–225
in customer usage, 177–178	Translation, 204–205
data analysis, 171–172	Transport agencies, 224
data sources, 170–171	Trim-and-adjust approach,
findings, 172–178	224–225, 229
methodology, 169–172	Trust, spill-overs in, 176–177
in public awareness, 174–176	Trust transfer, 176, 181
in regulatory acceptance, 172–174	TrustSeal, 176–177, 179, 182
in reputation and trust, 176–177	Two-sided markets, 219
research setting, 169–170	Two stace markets, 219
theoretical background, 165–169	Uber, 10, 63, 66, 69, 95, 152, 154, 164,
theoretical model for, 173	170, 216, 219–220
Stakeholders, 90, 167	rating system, 59
Standardization organizations,	Uberization, 216
225–226	delegation–loosening coupling
Standards, 14	with designated labor force,
Startnext, 147	218–219
State logics, 87, 88–90	delocalization–loosening coupling
State-owned company, 87	with specific place, 218
State Swited company, 07	with specific place, 210

intermediation-loosening coupling	detailing governance response
with responsibility, 219–220	strategies, 201–202
organizational shifts, 217–219	empirical design, 194–196
UberPop, 95	findings, 196–204
"Understanding", 5–6	justifying modified governance
trajectories of new forms of	regime, 203
organizing, 13–15	linking policy goals and
variety of new forms of organizing,	governance responses, 202
8–13	negotiating cast of actors, 200-201
UnderTheDoormat, 164	phenomenon and conceptual
Uni-directional spill-over effects, 180	orientation, 190–193
Union Taxi, 227	policy-making, 189
Urban governance, 191, 195	situating narrative and governance
URLs of organizations, 139	regime, 203–204
	strategic issue work mechanisms in
Variety, 8	198–199
coping with, 15	Vienna Tourism Promotion Act, 198
to order, 13–14	Viennese way, 206, 208
from order to, 14–15	
theoretical inquiry for	Walk-through method, 69–70
understanding, 9–13	Weakening state logics, 94
Venture capitalists, 154–155	Weblinks, 138
Vertical structuration, 134–135	Wired Company, 152
Vienna City Administration	
data and coding structure, 199	Zipcar, 152
data and method, 195-196	Zoning committees, 224